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FEB
2023
Newcastle
Australia



Newcastle 2023 
GREENPORT
Congress Oceania

SPONSORSHIP OPPORTUNITIES

Organiser **mercatormedia**³
magazines | events | online

Newcastle 2023 GREENPORT Congress Oceania

The inaugural edition of **GreenPort Oceania** provides Senior Executives with a meeting place to discuss and share the latest in sustainable development and environmental practice within sea ports, terminals and their associated logistics supply chain. It is a must-attend event for environmental managers and planners, harbour masters, logistics managers, energy managers, sustainability and corporate social responsibility executives from ports, terminal operators, shipping lines, shippers and logistics companies.

GreenPort Congress Oceania provides an exceptional platform for your company to market itself through one of our varied sponsorship packages. It brings all the benefits of your brand being associated with premium content in a face-to-face thought leadership environment.

In 2023 **GreenPort Congress Oceania** will travel to Newcastle, Australia, a port diversifying its trade into areas such as hydrogen.

“

GreenPorts is a truly unique event in the port space allowing a niche forum for the discussion of topics that drive environmental sustainability forward in the maritime industry. A must attend for anyone who is looking to take sustainability seriously and move beyond the green washing to real action.

”

Matthew Wittemeier, Senior Manager International Marketing and Customer Relations, INFORM GmbH



<u>City</u>	<u>Host</u>
GreenPort Congress & Cruise	
2007	Lisbon Port of Lisbon
2008	Amsterdam Port of Amsterdam
2009	Naples Port of Naples and Assoporti (Italian Association of Port Authorities)
2010	Stockholm Ports of Stockholm
2011	Hamburg Hamburg Port Authority
GreenPort Congress & Cruise inc GreenPort Cruise	
2012	Marseilles Marseilles Fos Port Authority
2013	Antwerp Antwerp Port Authority
2014	Barcelona Barcelona Port Authority
2015	Copenhagen Copenhagen Malmo Port
2016	Venice Venice Port Authority
2017	Amsterdam Port of Amsterdam
2018	Valencia Port Of Valencia
2019	Oslo Port of Oslo
2021	Piraeus Port Of Piraeus
2022	Antwerp-Bruges Port of Antwerp-Bruges
GreenPort International	
2013	Mumbai GreenPort South Asia
2018	Baltimore GreenPort Congress America
2023	Newcastle GreenPort Congress Oceania

What is GreenPort?

GreenPort is an annual conference, together with a magazine, in-print, online and a regular eNewsletter. The purpose is to provide business information on environmental best practice and corporate responsibility for marine ports and terminals. Its audience is senior executives in the port community responsible for their organisations environmental impact.

What is GreenPort Congress Oceania?

The inaugural edition of **GreenPort Oceania** is hosted by Port of Newcastle, Australia. Its goal is to provide decision makers from the port community - port authorities, terminal operators, shipping lines, logistics companies - with a meeting place to both learn about and discuss the latest in sustainable development and environmental practice to enable them to effectively implement the changes needed to reduce their carbon footprint and to be more sensitive to environmental considerations.

The Congress aims to highlight innovations in equipment and technology to allow port users to adhere to policy, whilst illustrating practical solutions through case studies from the global logistics chain.

The European edition of the conference attracts more than 200 attendees, including 98 port authorities, terminal operators and shipping lines representing 30 countries. The highest proportion of delegates in 2021 were port authorities, terminal operators and ship owners.



All levels of sponsorship include the Corporate Branding & Awareness Package

- Logo included on advertisements and marketing collateral
- Company logo, profile and hyperlink on the Congress website, plus an online advertisement, size subject to package chosen,
- Company logo listed in the Congress 'preview' issue of GreenPort magazine, both in-print and online.
- Logo on 30,000 programmes distributed globally
- Logo on the cover of the Delegate Handbook and Complete Conference Handbook download, plus a full-page advertisement
- Live announcement of sponsorship by the Congress chair
- Logo featured on the conference break holding presentation slide
- GreenPort Congress App - Online sponsors listing and profile plus an online advertisement
- Acknowledgement postings on the Congress social media channels (Twitter, Facebook, LinkedIn)
- 25 % discount on the delegate rate for colleagues and guests to attend

Gold Sponsorship

29,950 AUD

A single opportunity that brings all the brand prestige of being recognised as the major sponsor of Congress.

Lead up to Congress

- Leaderboard advert on the Congress website
- A 'sponsored content' article on the Congress website homepage, including text and pictures or graphics.
- 1 solus sponsorship of an eNews to over 13,300 opt in subscribers
- Opportunity to list 1 white paper on the Congress website
- Promotion of the white paper in 1 eNews
- Recognition in the Delegate Handbook and Complete conference handbook download welcome letter
- GreenPort Congress corporate branding & awareness package

During Congress

- 4 complimentary delegate passes
- An opportunity to deliver a short speech at the start of Congress
- Sponsorship of the conference Sli.do app- banner on screen during all Q&A sessions
- Complimentary exhibition stand area
- A pop-up banner in the conference room
- 1 complimentary insert into the delegate bags
- Recognition in the conference proceedings welcome letter
- Sponsorship of live Twitter stream - sponsors link 3 times a day

GreenPort Magazine

- 4 full page advertisements in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print

Silver Sponsorship

23,340 AUD

An opportunity for priority branding.

Lead up to Congress

- MPU on the conference website from booking to 60 days after
- Sponsored content, etc
- Co-sponsorship of 1 eNews
- GreenPort Congress corporate branding & awareness package

During Congress

- 3 complimentary delegate passes
- Complimentary exhibition stand area
- A pop-up banner in the conference room
- Promotion literature seat drop on Day 1 or 2 of Congress
- Recognition in the delegate handbook and complete Conference handbook download and welcome letter

GreenPort Magazine

- 2 full page advertisements in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print



Networking Lunches**15,340 AUD**

This is an opportunity to display your brand or logo prominently during lunch breaks throughout Congress

Lead up to Congress

- MPU on the conference website
- Sponsorship of 1 eNews
- GreenPort Congress corporate branding & awareness package

During Congress

- 2 complimentary delegate passes
- Logo on promotional materials such as table pennants and napkins

GreenPort Magazine

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print

Networking Coffee Breaks**12,940 AUD**

This is an opportunity to display your brand or logo prominently during four coffee breaks across 2 days

Lead up to Congress

- MPU on the conference website
- Sponsorship of 1 eNews
- GreenPort Congress corporate branding & awareness package

During Congress

- 2 complimentary delegate passes to attend the conference
- Logo on promotional materials such as table pennants and table cloths

GreenPort Magazine

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print

Branded Delegate Bags**11,190 AUD**

Branded Delegate bags handed out to all delegates and speakers on arrival and registration at Congress, with the option of inserted brochure and/or gift provided by sponsor. Delegate bags will bear your company name and logo alongside the GreenPort Congress brand.

Lead up to Congress

- MPU on the Congress website
- Sponsorship of 1 eNews
- GreenPort Congress corporate branding & awareness package

During Congress

- 1 complimentary delegate passes
- Logo on delegate bags
- 1 delegate bag insert (up to 4 page A4)

GreenPort Magazine

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print

Branded Water**10,530 AUD**

Branded bottles with sponsor's logo available on all delegate & speakers' tables and exclusive branding of water stations throughout Congress

Lead up to Congress

- Homepage listing on the Congress website
- GreenPort Congress corporate branding & awareness package

During Congress

- 1 complimentary delegate pass

GreenPort Magazine

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print



Delegate Handbook and Complete Conference Download
13,430 AUD
Lead up to Congress

- Sponsorship of 1 eNews
- Homepage Listing on the Congress website
- GreenPort Congress corporate branding & awareness package

During Congress

- Logo on 'what's on, speakers, papers'
- Branded USB flash drive
- 2 complimentary delegate passes
- Company logo and profile on the inside cover of the delegate handbook and the complete conference handbook download
- Logo featured on every conference page of the Congress delegate handbook and complete conference handbook download
- 1 full page advert in both the Congress delegate handbook and complete conference handbook download

Post Congress

- Logo on the complete conference handbook download, what's on, speakers, papers, presentations and PowerPoints
- 1 company brochure to be added to the download webpage
- Web banner advert on the download webpage

GreenPort Magazine

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print


Visitor Badges
9,745 AUD

Exclusive branding worn each day by all attendees and speakers during Congress

Lead up to Congress

- Homepage Listing on the Congress website
- GreenPort Congress corporate branding & awareness package

During Congress

- 1 complimentary delegate pass
- Logo on delegate badges

GreenPort Magazine

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print

Insert or Gift in the Delegate Bags
3,510 AUD

A branded gift or company literature given to all delegates in the delegate bags

Lead up and During Congress

- Homepage Listing on the Congress website

GreenPort Magazine

- A listing in the GreenPort Industry database 12 months online and in print

WIFI Sponsorship
4,345 AUD

Opportunity to sponsor the WIFI at GreenPort Congress & Cruise. Branding will be displayed on posters around the venue

Lead up and During Congress

- Homepage Listing on the Congress website

GreenPort Magazine

- A listing in the GreenPort Industry database 12 months online and in print

LANYARDS

12,740 AUD

Exclusive branding worn each day by all attendees, delegates and speakers during Congress

Lead up to Congress

- Homepage Listing on the Congress website
- GreenPort Congress corporate branding & awareness package

During Congress

- 1 complimentary delegate passes
- Logo on lanyards, provided to all delegates at the event (lanyards can be supplied by organisers for an additional cost)

GreenPort Magazine

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print

PENS AND NOTEPADS

10,550 AUD

Placed on the conference table of all delegates and speakers with constant visibility for the whole of Congress

Lead up to Congress

- Homepage Listing on the Congress website
- GreenPort Congress corporate branding & awareness package

During Congress

- 1 complimentary delegate pass for each
- Logo on all pens and notepads provided to each delegate on the conference tables (pens can be supplied for an additional cost)

GreenPort Magazine

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print



Advertise in the Delegate Handbook and GreenPort Congress Complete Conference Download
3,510 AUD

You can place a full page advertisement in the Congress delegate handbook and complete conference handbook download. Includes a block advert on the website and a listing in the Industry Database for 12 months online and in print

Sponsor an eNews
1,000 AUD

Solus sponsorship of a GreenPort Congress eNews including top banner. The eNews is sent to over 13,300 opt in subscribers. It includes hyperlinks to the URL of choice, plus a sponsored message. Free artwork service available

e-Cast or e-Blast
2,770 AUD

A Greenport eCast is a blank slate for your content. We can send a select number of client branded emails direct to a database of over 13,300 port authorities/terminal operators and professionals.

Advertise on the GreenPort and GreenPort Congress Websites

These sites are a regular reference source for business information on environmental best practice across shipping, transport and logistics.

(*3 month tenancy on the event website alongside 1 month tenancy on GreenPort.com)

MPU
2,765 AUD
Horizontal Banner
2,395 AUD

Product Display Area

Product Display Area

The Product Display Area is positioned as an integral part of Congress to ensure maximum delegate and speaker engagement during formal breaks and between sessions

3mx2m**10,870 AUD**
Lead up to Congress

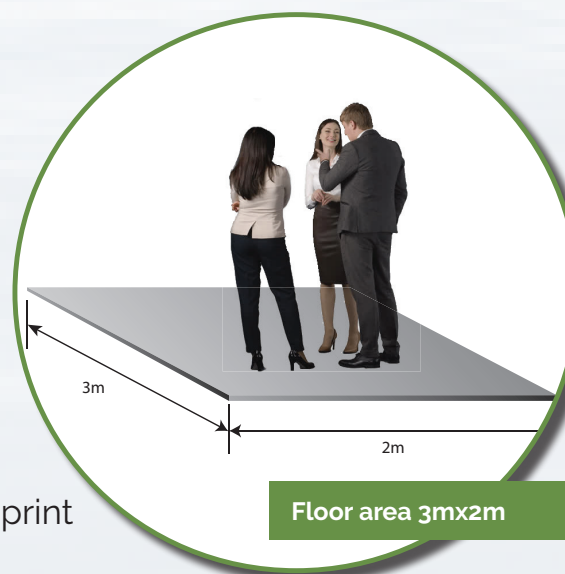
- Sponsorship of 1 eNews
- Homepage Listing on the Congress website
- GreenPort Congress corporate branding & awareness package

During Congress

- 1 complimentary delegate pass
- Exhibition area, table, 2 chairs and access to power supply
- 1 full page advert in the delegate handbook and complete Conference handbook download

GreenPort Magazine

- 1 full page advertisement in GreenPort Magazine
- A listing in the GreenPort Industry database 12 months online and in print



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GreenPort Congress & Cruise is produced by **Mercator Media Limited**, a B2B media company based in Fareham, Hampshire, UK. Established in 1989, Mercator Media Ltd is a niche publishing company that knows how to create and disseminate the vital content that moves markets.

Mercator Media Ltd magazines, events and online resources are produced by industry experts dedicated to providing the critical insight, analysis and relevant connections needed by business professionals who are advancing their specialist fields.

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